

RAINBOW TRUST CHILDREN'S CHARITY

PERSON SPECIFICATION –Individual Giving and Supporter Engagement Manager

	Essential	Desirable
Experience (Previous roles, types of organisations)	<ul style="list-style-type: none"> • A proven track record of managing direct marketing campaigns across a range of media • Experience of effectively using customer or supporter databases to segment audiences, target campaigns and drive customer profitability • Experience of creating and implementing supporter engagement strategies which have increased income and engagement (fundraising/ acquisition/ loyalty schemes/ relationship marketing programmes) • Sound experience of analysing and interpreting data to drive optimisation • A proven track record of income generating achievements against budget/KPIs • Experience of working collaboratively across a number of internal functions to deliver integrated campaigns and reach shared goals (including digital, PR , marketing, communications) • Sound experience of managing staff and volunteers • Experience of setting and managing budgets 	<ul style="list-style-type: none"> • Developing new fundraising innovations from idea through to implementation • Use of thankQ database • Experience of managing supporter services functions
Special Competencies (Specific job-related skills knowledge understanding)	<ul style="list-style-type: none"> • Extensive use of a CRM database to underpin marketing and fundraising activity, in particular the ability to generate and interrogate reports • Sound knowledge of the principles of customer relationship management (CRM) and customer care • Relevant education qualifications and/or professional development or portfolio of evidence • Clear and creative written communicator • Effective networking and negotiation skills • Strong MS Office knowledge 	<ul style="list-style-type: none"> • Knowledge of the principles of effective database and customer care management
Disposition (Influence over others, dependability, self-reliance)	<ul style="list-style-type: none"> • Persuasive and enthusiastic, engaging the commitment of others • Firm, goal-oriented, yet motivational leadership style • Influencer – who stimulates others into action • Poised, confident and outgoing - building rapport and developing relationships with others • Multi-tasker with a sense of urgency for goal achievement • Effective delegator with accountable follow-up on timeliness and quality • Ability to learn quickly and thoroughly and adapt to change 	

Thinking Style (Practical, conceptual, innovative, traditional, change orientated)	<ul style="list-style-type: none"> • Idea generator – innovative and creative problem solver • Timely decision maker, in response to varied activities and changing conditions • Action orientated – somewhat collaborative • Practical and results focussed • Big Picture thinker 	
Attainments (Academic & prof qualifications & training)	<ul style="list-style-type: none"> • Evidence of literacy and numeracy appropriate to the level of the role 	<ul style="list-style-type: none"> • IOF, CIM or IDM qualification or equivalent, and relevant professional membership
Motivation (Ambition, money, security)	<ul style="list-style-type: none"> • Recognition and reward for achieving results through people • Independence and ownership of delivering something new • Opportunity for growth 	
Circumstances (Mobility, special demands of job, unsocial hours)	<ul style="list-style-type: none"> • Commitment to own continuing professional development • Some UK travel • Flexible hours (some evenings and weekends) 	